

GENERAL REMARKS

In response to the Office Action mailed on 02/25/2005, applicant amended the claims, the drawings, and the specification.

Page 3 contains detailed remarks;

complete listing of all claims with markings showing current changes is given on pages 4 to 8; pages 9 and 10 contain replacement drawing sheets 1/2 and 2/2 (page numbers on the back of the sheets);

pages 11 and 12 contain the immediate prior versions of these sheets, (page numbers on the back of the sheets);

pages 13 and 14 contain an amended specification paragraph; and

page 15 contains a closing statement.

DETAILED REMARKS

Office Action (OA) mailed on 02/25/2005 rejected all claims of the present invention as anticipated by Hamilton (US 2002/0087973), and obvious in view of Hamilton (US 2002/0087973) and Duhault (US 5,900,868) and Ginter (US 5,892,900) and Perine (US 5,200,825) and Klosterman (US 2001/0013124). Considering these prior art documents applicant amended independent claims 1 and 25.

The present invention discloses a manner in which to associate the information to be inserted with the media source, and with the actions of the client. This is accomplished by an information table which keeps track of media sources associated with various classes of information, such as TV channels with advertisements, for instance. Such a table was disclosed on page 5 lines 17 - 19 of the original application. Applicant respectfully suggest that none of the prior art, notably Hamilton, discloses, or even remotely suggests, a method or apparatus for such an information table.

Applicant amended claims 1 and 25 to include the table which associates media source and inserted information content. Accordingly, applicant respectfully avers that the amended independent claims 1 and 25 are now novel and patentable. Applicant also amended claim 6, which now has antecedent basis in the specification. Applicant canceled claims 14 -18 and 20 as not introducing limitations into amended claim 1. Applicant also canceled claims 35 -37. All other claims are originals, since by depending on amended claims 1 and 25 and introducing further limitations, these are a fortiori patentable.

Applicant amended both drawing sheets to more explicitly express the scope of the invention. The information table is now explicitly indicated in Figs. 1 and 2. For consistency, the specification is also amended by adding the lines 17 - 19 on page 5 also to the detailed description section with the proper indicator number of "143". The whole amended paragraph, which in the original application extended from line 10 on page 7 until line 2 on page 9, is reproduced with the addition underlined. These amendments do not add new matter, only make the scope of the invention more explicit.

AMENDED CLAIM SET:

1 1. (currently amended) A method for presenting an information to a client, wherein said
2 client is interacting with a media content, comprising the steps of:

3 detecting an action by said client, wherein said action is causing a break in said
4 media content; ~~and~~

5 using a table, wherein said table associates a media source of said media content
6 with said information; and

7 inserting said information into said break of said media content.

1 2. (original) The method of claim 1, wherein said information is an advertisement.

1 3. (original) The method of claim 1, wherein said information is an announcement.

1 4. (original) The method of claim 1, wherein said action by the client comprises the step
2 of changing a broadcast channel.

1 5. (original) The method of claim 4, wherein said broadcast channel is a television
2 channel.

1 6. (currently amended) The method of claim 4, wherein said broadcast channel is a radio
2 station channel.

1 7. (original) The method of claim 1, wherein said action by the client comprises the step
2 of changing a cable television channel.

1 8. (original) The method of claim 1, wherein said action by the client comprises the step
2 of loading a web page.

1 9. (original) The method of claim 1, wherein said action by the client comprises the step
2 of controlling a media player.

1 10. (original) The method of claim 9, wherein said media player is a compact disk player.

1 11. (original) The method of claim 9, wherein said media player is a audio tape player.

1 12. (original) The method of claim 9, wherein said media player is a video player.

1 13. (original) The method of claim 9, wherein said media player is a multimedia player.

1 14. - 18. (canceled)

1 19. (original) The method of claim 2, further comprising the step of storing one or more
2 advertisements.

1 20. (canceled)

1 21. (original) The method of claim 19, further comprising the step of refreshing said one
2 or more stored advertisements.

1 22. (original) The method of claim 21, wherein the step of refreshing said one or more
2 stored advertisements transpires over a network.

1 23. (original) The method of claim 22, wherein said network is the Internet.

1 24. (original) A computer data signal embodied in a carrier wave encoding a computer
2 program of instructions for executing a computer process performing the steps for
3 presenting an information to a client, as recited in the steps of claim 1.

1 25. (currently amended) A system for presenting an information to a client, wherein said
2 client is interacting with a media content, comprising:

3 a first device adapted for detecting a break in said media content, wherein said
4 break is caused by an action of said client; and

1 a second device adapted for inserting said information into said break of said
2 media content, wherein said second device comprises a table, and wherein said table is
3 associating a media source of said media content with said information.

1 26. (original) The system of claim 25, wherein said first device and said second device
2 are co-located in a single physical unit.

1 27. (original) The system of claim 25, wherein said information is an advertisement.

1 28. (original) The system of claim 25, wherein said information is an announcement.

1 29. (original) The system of claim 27, wherein said media content is transmitted over a
2 television channel.

1 30. (original) The system of claim 27, wherein said media content is transmitted over a
2 radio channel.

1 31. (original) The system of claim 27, wherein said second device is further adapted to
2 accept advertisements for insertion from a storage medium.

1 32. (original) The system of claim 31, wherein said storage medium accepts a
2 refreshment of said advertisements.

1 33. (original) The system of claim 32, wherein said refreshment of said advertisements is
2 executed over a network.

1 34. (original) The system of claim 33, wherein said network is the Internet.

1 35. - 37. (canceled)

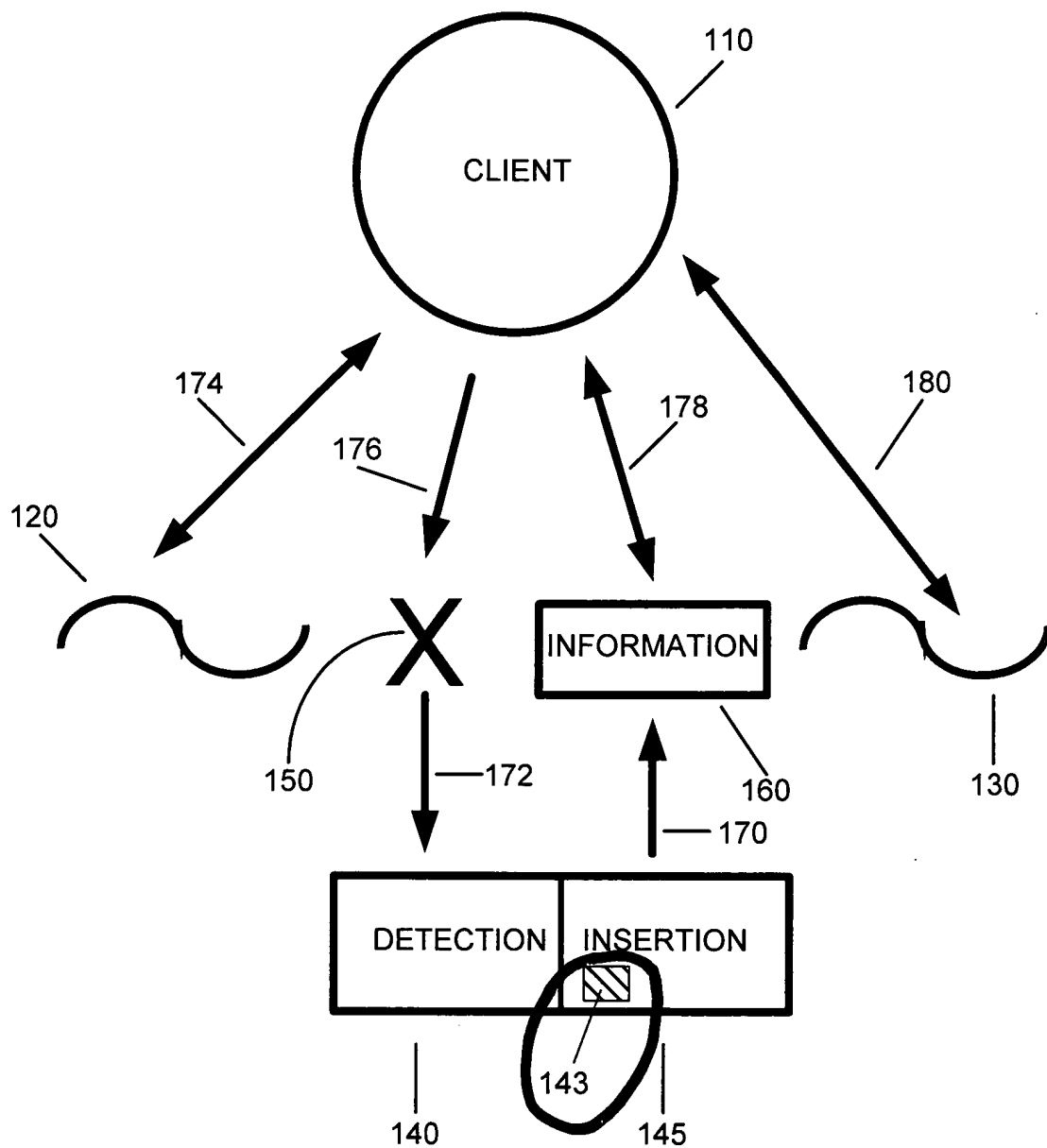


Fig. 1

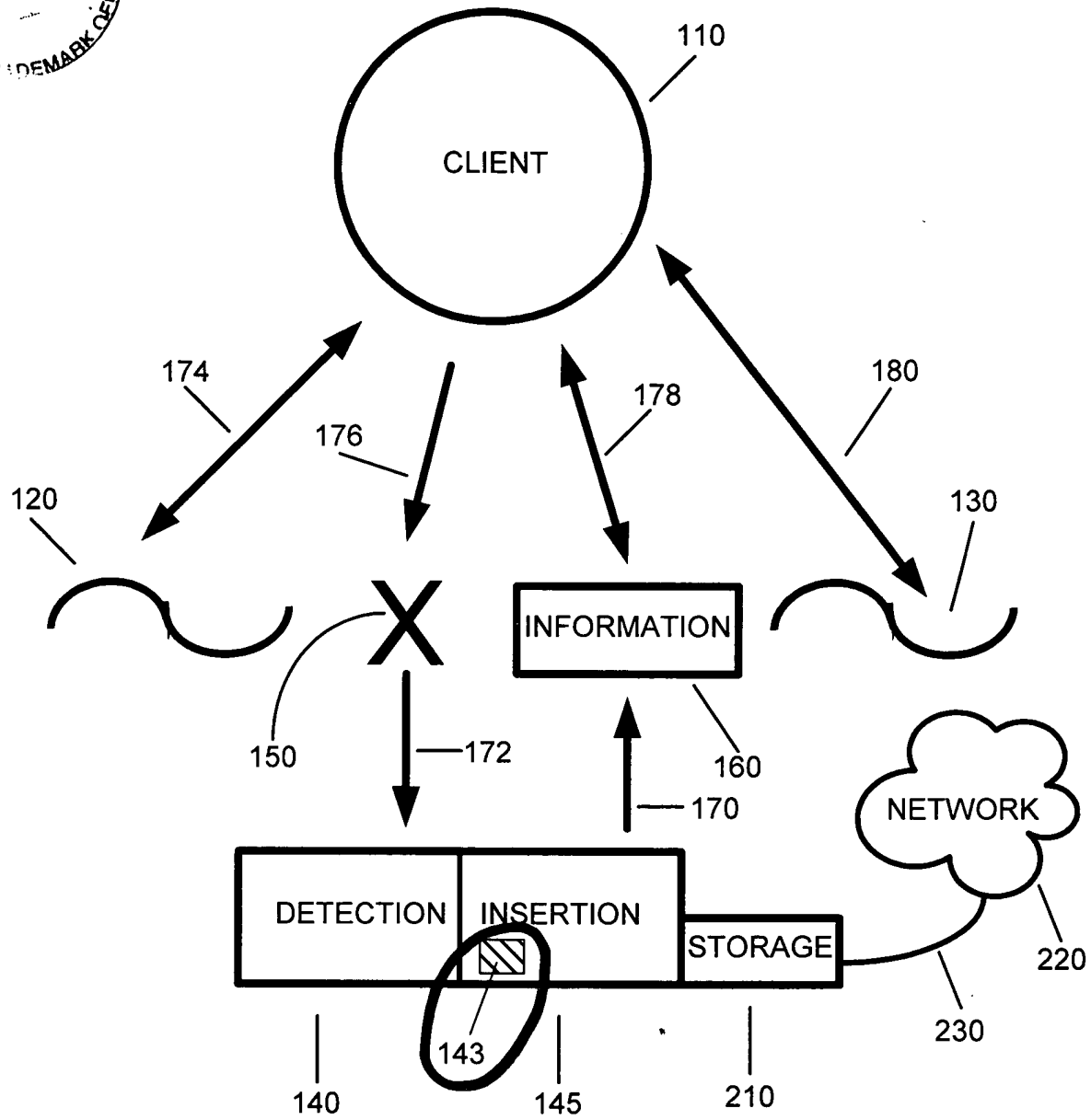


Fig. 2

AMENDED SPECIFICATION

The view on Fig. 1 shows schematically a general embodiment of the invention. The client 110 is interacting 174 with the streaming media content 120. The interaction 174 is bidirectional. The client 110 is viewing, listening to, or in case of a game, playing with, the media content. This is the direction of arrow 174 from the media content 120 toward the client 110. The other direction of 174 toward the media content represents the ability of the client to cause or introduce an interruption 150 into the media content. This action 176, depending on the media content in different embodiments, can be the switching of a TV or radio channel, loading of a web page, changing a CD, or changing a song on a CD, changing a book or chapter in an e-Book, switching to a different part of a computer game, etc. The interruption 150 by the client is signaled 172 toward a first device, a detection unit 140. Depending on the particular embodiment this detection can occur in a TV, or radio set top box, or in the server machine of an Internet service provider, or by proper instrument plug-in in a multimedia equipment, etc. The detection by the interruption by the first device 140, is followed by an engagement of a second device 145, which engagement results in the insertion 170 of an informational message 160, typically an advertisement. An information table 143 may associate broadcast sources with a certain class of advertisement, which may be tagged with data that causes them to be presented when a client changes between one media stream and another. The first device doing the detection and the second device doing the insertion in the figure is

shown next to each other. This is however only a conceptual drawing, they can be physically co-located in a single unit. In some embodiment they may have shared subunits. This is a preferred embodiment, but other embodiments are possible.. The two units do not have to cohabit a single physical unit, in some embodiments involving networks they could be found attached to different computing units, physically far from one another. The informational message is exposed 178 to the client 110. In the embodiment of a proactive system, the interaction 178 with the informational material is bidirectional, and input from the client is sought in the selection of advertising material. After an appropriate amount of time, the media content continues 130. This now is the content selected by the client to follow the interrupted one 120. In a special case, 120 and 130 may actually be the same, with the client continuing after the break with the earlier content, instead of switching to a new one. With the after-the-break content 130, the client interacts 180 also bidirectionally just as it has with the earlier content 120 through 174. If needed the whole process can start over, with 130 now being interrupted by the client.

CLOSING STATEMENT

Applicant respectfully submits that as expressed in this amendment the claims now put forward only patentable subject matter. Applicant also submits that this application is now in condition for allowance, which action is respectfully requested.

Respectfully,

A handwritten signature in cursive script, reading "George Sai-Halasz", is written over a horizontal line.

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